

### Amendment to the Claims

1-5 (Cancelled)

6. (Previously Presented) The method of Claim 12 wherein the incentive is selected using criteria established by the educational institution for the target group.

7-11 (Cancelled)

12. (Currently Amended) A method for generating applications from candidates interested in attending an educational institution comprising the steps of:

- (a) accessing a candidate database containing personal information;
- (b) profiling the candidates according to criteria established by the educational institution;
- (c) segmenting the profiled candidates into a target group;
- (d) providing a web site containing links to a survey and to a partial application;
- (e) assigning a unique access number ("PIN") to each candidate in the target group;
- (f) electronically mailing each candidate in the target group the assigned PIN and an invitation to use the PIN to access the web site;
- (g) providing each candidate accessing the web site and indicating a continuing interest in the educational institution with electronic access to the partial application;

(h) for each candidate who electronically accesses the partial application, customizing the partial application with personal information from the database;

(i) compiling the partial applications which have been electronically completed;

(j) transmitting the partial applications to the educational institution;

(k) providing a personalized acknowledgement of each partial application received;

(l) updating the database with information from the partial application;

(m) inviting each candidate to submit a full application;

(n) providing electronic access through use of the PIN to a full application customized with personal information from the updated database; and,

~~(n)~~(o) offering each candidate invited to submit a complete application an incentive to submit the full application.

13. (Currently Amended) A method for generating electronic applications from candidates who respond to a web based survey consisting of the following steps:

(a) accessing a database containing information related to candidates who have expressed an interest in attending an educational institution;

(b) assigning a unique access number ("PIN") to each candidate;

(c) electronically mailing each candidate a personalized communication that contains the assigned PIN and invites the candidate to use the assigned PIN to access a web based survey;

(d) updating the database with information from the web based survey;

(e) providing each candidate who indicates a continuing interest in the educational institution with the opportunity to access a partial application form customized with information from the updated database;~~and~~

(f) compiling and forwarding partial applications to the educational institution

(g) updating the database with information from the partial application;

(h) acknowledging completion of the partial application;

(i) providing electronic access through use of the PIN to a full application customized with personal information from the updated database; and,

(j) offering each candidate invited to submit a complete application an incentive to submit the full application.

14. (Previously Presented) The method of Claim 13, wherein the incentive is selected using criteria established by the educational institution for the target group.